

Motorcoach Census 2005

Second Benchmarking Study of the Motorcoach Industry in the
United States and Canada



NATHAN
ASSOCIATES INC.
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Executive Summary

Motorcoach Census 2005 is the second study commissioned by the American Bus Association (ABA) to benchmark the size and activity of the motorcoach transportation service industry in the United States and Canada. Examining the year 2004, it provides industry information that cannot be found elsewhere and updates 1999 industry statistics developed in *Motorcoach Census 2000*.

A motorcoach or over-the-road bus (OTRB), as defined for this study, is a bus that is designed for the long-distance transportation of passengers, that has integral construction with an elevated passenger deck located over a baggage compartment, and that is at least 35 feet in length with a capacity of more than 30 passengers.

The results of *Motorcoach Census 2005* reveal an industry in 2004 with over 3,500 companies that operated nearly 40,000 motorcoaches and employed 163,000 people, over half of them full-time. The industry had companies of every size. Only one in 100 companies were large, operating 100 or more motorcoaches, but they had one-quarter of the industry's motorcoaches and employees. Mid-sized companies, with fleet sizes of 25 to 99 motorcoaches, accounted for 7% of the carriers, 27% of the motorcoaches, and 18% of the employees. Nine in 10 of the companies were small, operating fewer than 25 motorcoaches. They ran nearly half of the industry's motorcoaches and had nearly three in five of its employees.

The motorcoach industry provided nearly 600 million trips for passengers in 2004. Just over half (54%) of the trips were by students and senior citizens, and over half (54%) were by females. Nearly half (47%) of the miles driven by motorcoaches in 2004 were for providing charter service to groups of people, and over one-quarter (27%) of the miles were for moving people between cities or between cities and rural areas. Another 12% were for transporting commuters between home and work. One in 10 miles were for moving tour groups and sightseers, and 4% were for shuttling people to and from airports and other services.

In providing these services in 2004, a motorcoach on average provided 15 thousand passenger trips, was driven 62 thousand miles, and consumed 11 thousand gallons of fuel. It had an average fuel efficiency of 5.52 miles per gallon of fuel. With this fuel efficiency, a motorcoach that carried 30 passengers achieved 166 passenger-miles per gallon.

Motorcoach Census 2005 reveals a motorcoach industry that is made up mostly of small companies, that serves everyone with a diversity of passenger transportation services, and that is vitally important to the passenger transportation systems of the United States and Canada and to the travel and leisure industries.

Selected Results of *Motorcoach Census 2005*

1. Size of the Motorcoach Industry in the United States and Canada in 2004

Number of carriers	3,581
Motorcoaches	38,490

2. Motorcoach Industry Activity in the United States and Canada in 2004

Passengers trips	595 million
Miles traveled	2,390 million
Gallons of fuel consumed	433 million
Employment	163 thousand

3. Motorcoach Operating Ratios for 2004

Passengers trips per motorcoach	15 thousand
Miles traveled per motorcoach	62 thousand
Miles per gallon of fuel	5.52
Employment per motorcoach	4.23

4. Demographics of Motorcoach Passengers

Students/seniors (55 years or more)/other	27%/27%/46%
Female/male	54%/46%

1. Introduction

Motorcoach Census 2005 is the second study commissioned by the American Bus Association (ABA) to benchmark the size and activity of the motorcoach transportation service industry in the United States and Canada. The study estimates and reports total industry size and activity for the year 2004. It updates 1999 industry statistics developed by R.L. Banks & Associates, Inc. in ABA's first census of the motorcoach industry in 2000, including number of carriers, fleet size, passenger trips, miles traveled, fuel consumption, and employment. In addition, *Motorcoach Census 2005* introduces new topics of importance to the industry, such as passenger demographics and competition from transit agencies.

ABA conducts a census of the motorcoach industry every five years to develop information about the industry that cannot be found elsewhere. Every five years, for example, the U.S. Census Bureau compiles and reports information on U.S. businesses, including the interurban and rural bus service industry and the charter bus industry, but the statistics are not as complete as those in *Motorcoach Census*. The Census Bureau, for instance, does not include Canada in the economic census and does not collect operating statistics about motorcoaches (e.g., passenger trips, miles traveled, fuel consumed).

Motorcoach Census and the Census Bureau's economic census are conducted in different years. ABA collects data for years ending in 4 or 9 (e.g., 1999 or 2004), while the Census Bureau's economic census compiles information for years ending in 2 or 7 (e.g., 1997 or 2002). Thus, "census" data are available for the industry every 2 to 3 years.

For this study, a motorcoach, or over-the-road bus (OTRB), is defined as a vehicle designed for long-distance transportation of passengers, characterized by integral construction with an elevated passenger deck located over a baggage compartment. It is at least 35 feet in length with a capacity of more than 30 passengers. This definition is the same one used in *Motorcoach Census 2000* and closely matches the definition of an OTRB written into U.S. law, namely "a bus characterized by an elevated passenger deck located over a baggage compartment" (Section 3038 of Public Law 105-178, 49 USC 5310 note).

Several sources of information were used to construct the estimates of industry size and activity in this study. Names of over five thousand potential motorcoach carriers were

assembled using information from ABA, the U.S. Department of Transportation (USDOT), Motor Coach Canada, Ontario Motor Coach Association, Prevost Car Inc., Setra of North America, Inc., and the *Motorcoach Directory*. Information about carriers and the motorcoaches they operate was collected through a survey of motorcoach carriers. The questionnaire for the survey was distributed by mail to the list of potential carriers in the fall of 2005. Over five hundred (513) usable survey responses from motorcoach carriers were returned to Nathan Associates.

Many organizations gave their support to this undertaking, including the International Motorcoach Group, Motor Coach Canada, Ontario Motor Coach Association, Prevost Car Inc., Quebec Bus Owners Association, Setra of North America, Inc., Trailways, and the United Motorcoach Association. We acknowledge and thank them for their support. We are particularly grateful to the hundreds of motorcoach carriers that took the time to provide Nathan Associates with information about their firms on a confidential basis; their assistance was crucial to the completion of this study.

For the motorcoach transportation services industry in the United States and Canada, this report presents industry estimates of size and activity of the motorcoach industry in Chapter 2 and other statistics on motorcoach carrier characteristics in Chapter 3.

2. Size and Activity of the Motorcoach Industry in 2004

Motorcoach Census 2005 presents estimates of the size and activity of the motorcoach transportation services industry in the United States and Canada in 2004. Industry size is measured by the number of motorcoach carriers and the number of motorcoaches they operated. Activity is measured by the number of passengers trips, services provided, motorcoach miles traveled, fuel consumed, and employment.

Size of the Motorcoach Industry

In 2004, 3,581 carriers operated 38,490 motorcoaches, including 3,194 carriers in the United States with 32,667 motorcoaches and 387 carriers in Canada with 5,823 motorcoaches. On average, a carrier operated 11 motorcoaches.

The thirty-nine largest carriers (fleet size of 100 or more motorcoaches) accounted for only about 1% of the carriers, but operated one-quarter (25.4%) of the motorcoaches in the industry (Table 2-1). They each operated, on average, 251 motorcoaches.

In contrast, the smallest carriers (fleet size of fewer than 10 motorcoaches) accounted for 2,665 carriers or about three-quarters (74.4%) of the carriers. They operated nearly one-quarter (22.8%) of the motorcoaches, and their average fleet size was 3 motorcoaches.

Combined, the largest and smallest carriers accounted for nearly half (48.2%) of the motorcoaches.

Table 2-1*Numbers of Carriers and Motorcoaches in 2004 by Fleet Size*

Motorcoach Fleet Size	Carriers		Motorcoaches		Average Number of Motorcoaches per Carrier
	Number	Percent	Number	Percent	
100 or more	39	1.1%	9,781	25.4%	251
50-99	85	2.4%	5,348	13.9%	63
25-49	152	4.2%	5,108	13.3%	34
10-24	640	17.9%	9,474	24.6%	15
Less than 10	2,665	74.4%	8,779	22.8%	3
Industry total	3,581	100.0%	38,490	100.0%	11

Passenger Trips

The motorcoach industry provided nearly 600 million passenger trips in 2004 (Table 2-2). On average, a carrier provided 166 thousand passenger trips in 2004, and a motorcoach had 15 thousand passenger trips.

Table 2-2*Motorcoach Passenger Trips in 2004 by Fleet Size*

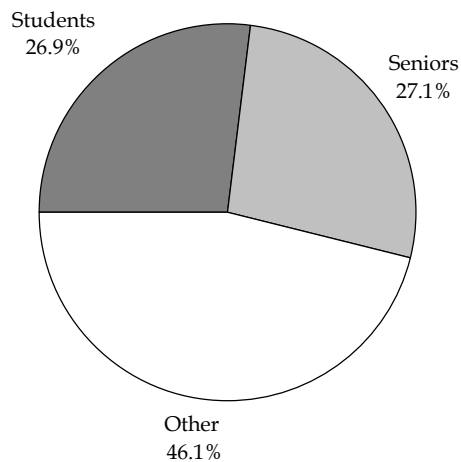
Motorcoach Fleet Size	Passengers Trips		Average Passenger Trips per:	
	Number	Percent	Motorcoach	Carrier
100 or more	202,000,000	33.9%	21,000	5,179,000
50-99	78,000,000	13.1%	15,000	918,000
25-49	98,000,000	16.5%	19,000	645,000
10-24	119,000,000	20.0%	13,000	186,000
Less than 10	98,000,000	16.5%	11,000	37,000
Industry total	595,000,000	100.0%	15,000	166,000

In 2004, one in three passenger trips (33.9%) were provided by the largest carriers, which accounted for over 200 million passenger trips or, on average, just over 5 million passenger trips per carrier. They had an average of 21 thousand passenger trips per motorcoach in 2004, the highest of any fleet-size category.

The smallest carriers, however, had the smallest average number (11 thousand) of passenger trips per motorcoach. They provided, on average, 37 thousand passenger trips per carrier for a total of 98 million passenger trips, or 16.5% of industry passenger trips.

The motorcoach industry serves all people, especially students and senior citizens (people 55 years or older) (Figure 2-1). More than half of the 595 passenger trips provided by the motorcoach industry in 2004 were taken by students (160 million trips) and seniors (161 million trips).

Figure 2-1
Passenger Trips by Type of Passenger, 2004



Note: Percentages do not sum to 100% because of rounding.

Smaller carriers transported more students and seniors in 2004 than larger carriers on a percentage basis (Figure 2-2). For instance, seven in ten passenger trips (69.6%) provided by the smallest carriers were by students or seniors. In comparison, four in ten passenger trips (39.5%) provided by the largest carriers were by students or seniors.

Of the 595 million passenger trips provided by the motorcoach industry in 2004, 321 million (53.9%) were by females and 274 million (46.1%) were by males (Figure 2-3). The percentage of trips that were accounted for by females (53.9%) is just slightly more than the percentage (50.8%) females accounted for of the combined populations of the United States and Canada in 2004 (Bureau of the Census 2006 and Statistics Canada 2006). Regardless of fleet-size category, females accounted for the largest percentage of passengers trips, except for carriers operating 50 to 99 motorcoaches.

Figure 2-2
Passenger Trips by Type of Passenger and Fleet Size

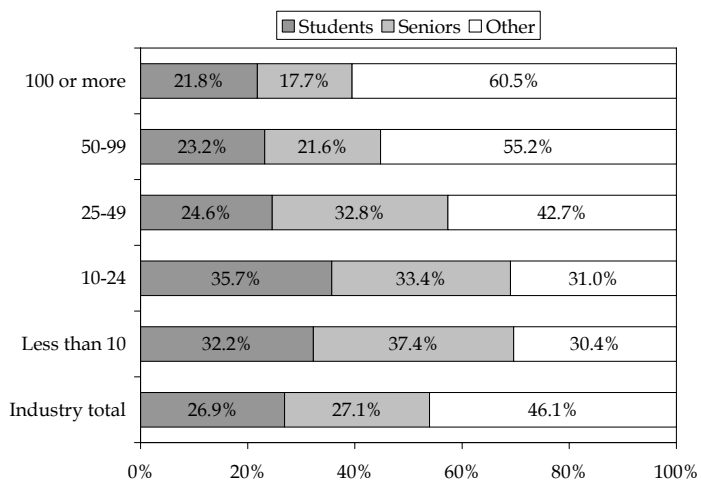
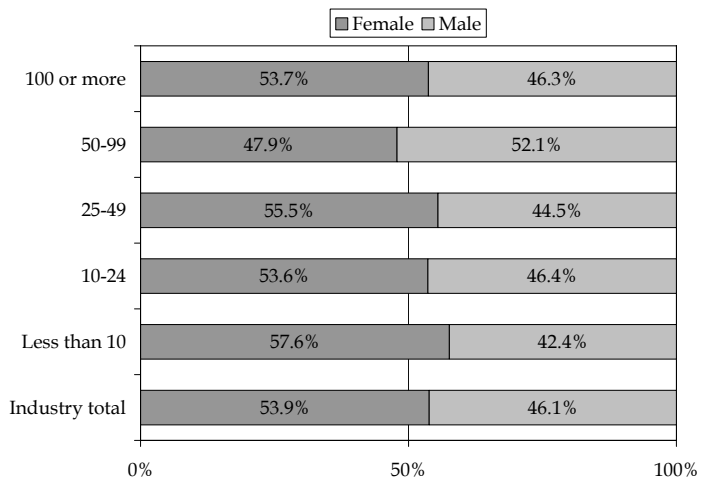


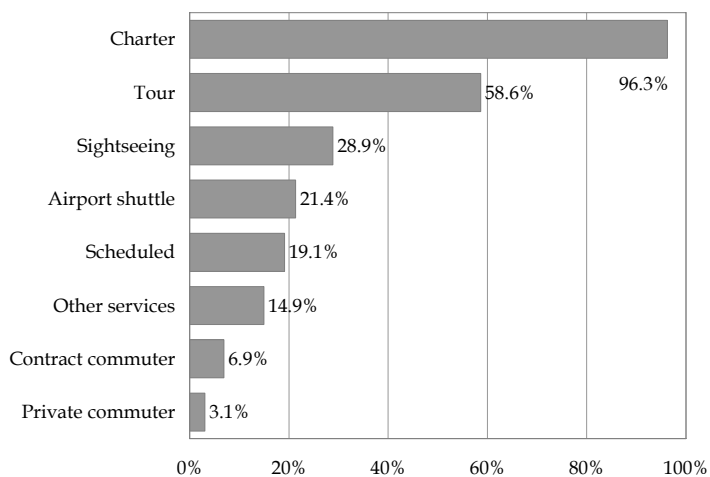
Figure 2-3
Passengers Trips by Gender and Fleet Size



Services Provided

The services offered by the motorcoach industry are diverse. Nearly all carriers (96.3%) provided charter service in 2004 (Figure 2-4), followed by tour (58.6%), sightseeing (28.9%), airport shuttle (21.4%), scheduled (19.1%), other services, (14.9%) contract commuter (6.9%), and private commuter (3.1%). One in four carriers (26.3%) had mileage in 2004 for one service, 31.8% for two services, 27.7% for three services, and 14.2% for four or more services.

Figure 2-4
Percentage of Carriers Providing Types of Service in 2004



Three out of four miles (74.4%) driven by motorcoaches in 2004 were from providing charter and scheduled services (Table 2-3). In terms of miles traveled, charter service ranked first and scheduled service second. Charter service accounted for nearly half (47.0%) of the miles traveled and scheduled service 27.4%, followed by contract commuter (8.3%), tour (7.7%), private commuter (3.2%), sightseeing (2.1%), other services (2.1%), and airport shuttle (2.1%).

Table 2-3
Motorcoach Mileage in 2004 by Type of Service

Service	Mileage	Percent
Charter	1,124,000,000	47.0%
Scheduled	656,000,000	27.4%
Contract commuter	199,000,000	8.3%
Tour	185,000,000	7.7%
Private commuter	76,000,000	3.2%
Sightseeing	51,000,000	2.1%
Other services	50,000,000	2.1%
Airport shuttle	49,000,000	2.1%
Industry total	2,390,000,000	100.0%

Note: Percentages do not sum to 100% because of rounding.

Motorcoach mileage by type of service differed by fleet size (Table 2-4). Charter service accounted for most of the motorcoach mileage of small carriers (fewer than 25 motorcoaches), accounting for two out of three miles (67.1%) driven by their motorcoaches. In contrast, scheduled service was the service that accounted for the most motorcoach mileage of large carriers (100 or more motorcoaches); two out of five miles (41.5%) driven by their motorcoaches were from providing scheduled service.

Small carriers had the largest share (39.7%) of the industry's mileage. In addition, small carriers accounted for the most charter-service mileage (56.7%), while large carriers accounted for just over half (51.8%) of the scheduled-service mileage.

Table 2-4

Motorcoach Mileage in 2004 by Type of Service and Fleet Size

Service	Motorcoach Fleet Size			Industry Total
	Small (Less than 25)	Medium (25-99)	Large (100 or More)	
Mileage				
Charter	637,000,000	290,000,000	197,000,000	1,124,000,000
Scheduled	109,000,000	207,000,000	340,000,000	656,000,000
Other services	203,000,000	125,000,000	282,000,000	610,000,000
Industry total	949,000,000	622,000,000	819,000,000	2,390,000,000
Column percentages of mileage				
Charter	67.1%	46.6%	24.1%	47.0%
Scheduled	11.5%	33.3%	41.5%	27.4%
Other services	21.4%	20.1%	34.4%	25.5%
Industry total	100.0%	100.0%	100.0%	100.0%
Row percentages of mileage				
Charter	56.7%	25.8%	17.5%	100.0%
Scheduled	16.6%	31.6%	51.8%	100.0%
Other services	33.3%	20.5%	46.2%	100.0%
Industry total	39.7%	26.0%	34.3%	100.0%

Note: Percentages may not sum to 100% because of rounding.

Mileage

Industry motorcoaches traveled nearly 2.4 billion miles in 2004, averaging 667 thousand miles per carrier and 62 thousand per motorcoach (Table 2-5). Larger carriers drove their motorcoaches more on a per-motorcoach basis than smaller carriers. The largest carriers averaged 84 thousand miles per motorcoach, while the smallest carriers averaged 50 thousand miles.

Table 2-5

Motorcoach Mileage in 2004 by Fleet Size

Motorcoach Fleet Size	Mileage		Average Mileage per:	
	Miles	Percent	Motorcoach	Carrier
100 or more	819,000,000	34.3%	84,000	21,000,000
50-99	304,000,000	12.7%	57,000	3,576,000
25-49	318,000,000	13.3%	62,000	2,092,000
10-24	511,000,000	21.4%	54,000	798,000
Less than 10	438,000,000	18.3%	50,000	164,000
Industry total	2,390,000,000	100.0%	62,000	667,000

Fuel Consumption

Over 400 million gallons of fuel were consumed by industry motorcoaches in 2004 (Table 2-6). A carrier, on average, consumed 121 thousand gallons of fuel in operating their motorcoaches, or 11 thousand gallons per motorcoach. Motorcoach fuel efficiency averaged 5.52 miles per gallon of fuel. With this fuel efficiency, a motorcoach carrying 30 passengers would achieve 166 passenger-miles per gallon.

Larger carriers achieved greater fuel efficiency than smaller carriers. The largest carriers, for example, had a fuel efficiency of 5.73 miles per gallon, compared to 5.09 for the smallest carriers.

Table 2-6*Motorcoach Fuel Consumption in 2004 by Fleet Size*

Motorcoach Fleet Size	Gallons of Fuel Consumed		Average Gallons of Fuel Consumed per:		Average Mileage per Gallon
	Gallons	Percent	Motorcoach	Carrier	
100 or more	143,000,000	33.0%	15,000	3,667,000	5.73
50-99	50,000,000	11.5%	9,000	588,000	6.08
25-49	60,000,000	13.9%	12,000	395,000	5.30
10-24	94,000,000	21.7%	10,000	147,000	5.44
Less than 10	86,000,000	19.9%	10,000	32,000	5.09
Industry total	433,000,000	100.0%	11,000	121,000	5.52

Employment

The motorcoach industry employed 163,000 people in 2004, averaging 46 employees per carrier and 4.23 employees per motorcoach (Table 2-7). Together, the largest and smallest carriers accounted for more than half (54.0%) of industry employees. The largest carriers averaged one thousand employees per carrier, while the smallest carriers average 18 employees. Excluding the largest fleet-size category, the average number of employees per motorcoach declines with increases in fleet-size, from 5.58 for carriers with fewer than 10 motorcoaches to 2.24 for carriers with 55 to 99 motorcoaches.

Table 2-7*Motorcoach Carrier Employment in 2004 by Fleet Size*

Motorcoach Fleet Size	Employees		Average Employment per:	
	Number	Percent	Motorcoach	Carrier
100 or more	39,000	23.9%	3.99	1,000
50-99	12,000	7.4%	2.24	141
25-49	18,000	11.0%	3.52	118
10-24	45,000	27.6%	4.75	70
Less than 10	49,000	30.1%	5.58	18
Industry total	163,000	100.0%	4.23	46

Of the 163 thousand people employed by the motorcoach industry in 2004, 88 thousand (54%) were full-time and 75 thousand (46.0%) were part-time (Table 2-8). On a percentage basis, larger carriers employ more people on a full-time basis than smaller carriers. For example, nearly three-quarters (74.4%) of the largest carriers' employees were full-time, compared to 44.9% for the smallest carriers.

Table 2-8*Full- and Part-time Employment in 2004 by Fleet Size*

Motorcoach Fleet Size	Full-time Employees	Part-Time Employees	Percent Full-time
100 or more	29,000	10,000	74.4%
50-99	7,000	5,000	58.3%
25-49	10,000	8,000	55.6%
10-24	20,000	25,000	44.4%
Less than 10	22,000	27,000	44.9%
Industry total	88,000	75,000	54.0%

3. Motorcoach Carrier Characteristics

This chapter presents summary statistics on other information collected in the *Motorcoach Census 2005* survey of motorcoach carriers. We present industry estimates on what percentage of carriers have faced competition from transit agencies and on how carriers acquire motorcoaches and fuel. Finally, summary statistics are presented on the data reported by carriers about their motorcoach revenue, their other revenue-generating vehicles, and their founding year.

Competition from Transit Agencies

In the questionnaire for the survey of motorcoach carriers, respondents were asked whether they had experienced competition from transit agencies in their area. In the motorcoach industry, transit competition most commonly refers to competition for charter service which is, almost without exception, reserved for private motorcoach companies.

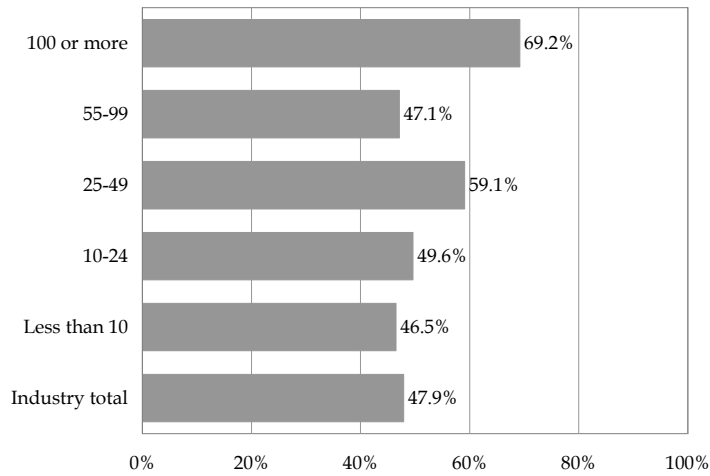
Nearly half (47.9%) of motorcoach carriers have experienced competition from transit agencies (Figure 3-1). Seven in 10 (69.2%) of the largest carriers have encountered competition from transit agencies. Even a substantial percentage (46.5%) of the smallest carriers have competed with transit agencies for business. Six in ten motorcoaches (58.5%) are operated by carriers that have experienced competition from transit agencies.

How Motorcoaches Were Acquired

Overall, 11.2% of carriers only leased the motorcoaches they operated, 63.9% only purchased, and 24.9% both purchased and leased (Table 3-1). Smaller carriers were more likely to have only purchased their motorcoaches, and larger carriers were more likely to have both leased and purchased motorcoaches.

Figure 3-1

Percentage of Carriers that Have Competed with Transit Agencies for Business

**Table 3-1**

How Carriers Acquired Motorcoaches, Percentage of Carriers

Motorcoach Fleet Size	Leased Only	Purchased Only	Both	Total
100 or more	0.0%	38.5%	61.5%	100.0%
50-99	5.6%	33.3%	61.1%	100.0%
25-49	13.3%	51.1%	35.6%	100.0%
10-24	5.6%	50.4%	44.0%	100.0%
Less than 10	12.7%	69.3%	18.0%	100.0%
Industry total	11.2%	63.9%	24.9%	100.0%

Just under half (48.0%) of the motorcoaches were operated by carriers that only purchased motorcoaches, while a slightly smaller percentage (46.0%) were operated by carriers that both leased and purchased (Table 3-2). Only 6.0% of the motorcoaches were operated by carriers that only leased.

Table 3-2*How Carriers Acquired Motorcoaches, Percentage of Motorcoaches*

Motorcoach Fleet Size	Leased Only	Purchased Only	Both	Total
100 or more	0.0%	31.2%	68.8%	100.0%
50-99	5.9%	35.6%	58.6%	100.0%
25-49	11.5%	52.7%	35.8%	100.0%
10-24	5.9%	50.9%	43.2%	100.0%
Less than 10	9.9%	68.2%	21.9%	100.0%
Industry total	6.0%	48.0%	46.0%	100.0%

How Fuel Was Purchased

Seven in ten carriers (69.6%) purchased fuel for their motorcoaches only at retail, while 18.5% bought only at wholesale, and 11.9% purchased fuel both at retail and at wholesale (Table 3-3). On a percentage basis, more small carriers purchased fuel only at retail than larger carriers. More than 80% of the smallest carriers, for example, purchased fuel only at retail versus 11.1% for carriers operating 50 to 99 motorcoaches. The largest carriers had the highest percentage (53.8%) that purchased fuel both at retail and at wholesale.

Table 3-3*How Carriers Purchased Fuel for Motorcoaches, Percentage of Carriers.*

Motorcoach Fleet Size	Retail Only	Wholesale Only	Both	Total
100 or more	0.0%	46.2%	53.8%	100.0%
50-99	11.1%	55.6%	33.3%	100.0%
25-49	22.7%	34.1%	43.2%	100.0%
10-24	34.9%	42.1%	23.0%	100.0%
Less than 10	83.5%	10.4%	6.1%	100.0%
Industry total	69.6%	18.5%	11.9%	100.0%

A different picture emerged when fuel purchases were examined on a motorcoach basis (Table 3-4). Three in ten motorcoaches (30.1%) were operated by carriers that only purchased fuel at retail; 33.0% by carriers that purchased only at wholesale; and 36.9% by carriers that purchased at both retail and wholesale.

Table 3-4

How Carriers Purchased Fuel for Motorcoaches, Percentage of Motorcoaches

Motorcoach Fleet Size	Retail Only	Wholesale Only	Both	Total
100 or more	0.0%	26.3%	73.7%	100.0%
50-99	10.4%	56.0%	33.6%	100.0%
25-49	22.8%	33.7%	43.4%	100.0%
10-24	32.2%	45.1%	22.7%	100.0%
Less than 10	77.7%	12.9%	9.3%	100.0%
Industry total	30.1%	33.0%	36.9%	100.0%

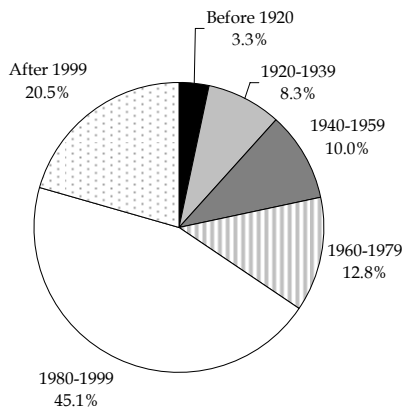
Founding Year of Carrier

The motorcoach industry is made up of old and new carriers. One in ten reporting carriers (11.6%) were founded before 1940, and one in five (20.5%) were founded after 1999 (Figure 3-2). Nearly half (45.1%) were founded during 1980-1999.

The average founding year of the reporting carriers was 1978. The average founding year of reporting scheduled-service companies (more than 75% of motorcoach mileage accounted for by scheduled service) was 1974, and the average founding year of reporting charter-service carriers (more than 75% of motorcoach mileage accounted for by charter service) was 1981.

Figure 3-2

Founding Year of Reporting Carriers

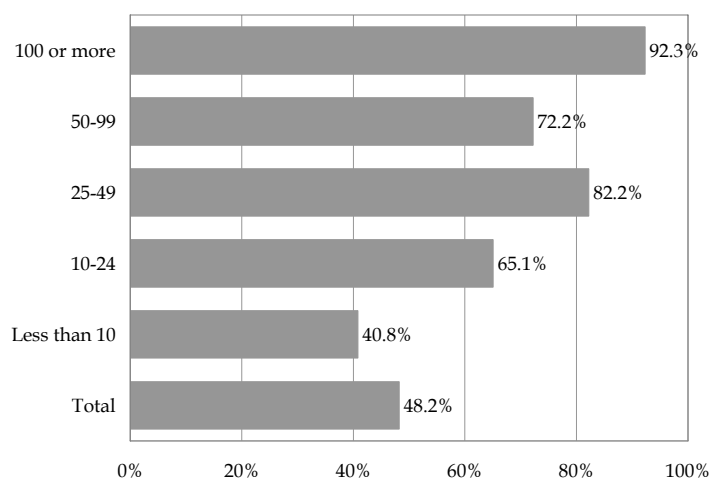


Other Revenue-Generating Passenger Vehicles

About half (48.2%) of the reporting carriers operated other revenue-generating passenger vehicles in addition to their motorcoaches (Figure 3-3). The largest fleet-size category, carriers operating 100 or more motorcoaches, had the largest percentage (92.3%) of carriers operating other passenger vehicles, while the smallest fleet-size category, carriers operating fewer than 10 motorcoaches, had the smallest percentage (40.8%).

Figure 3-3

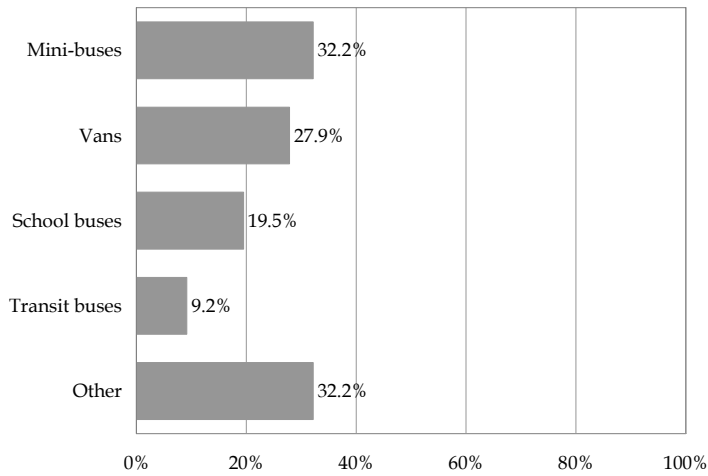
Percentage of Reporting Carriers Operating Other Vehicles by Fleet Size, 2004



About one in three reporting carriers (32.2%) operated mini-buses, while 27.9% operated vans; 19.5%, school buses; 9.2%, transit buses; and 32.2%, other types of revenue-generating passenger vehicles (Figure 3-4).

Figure 3-4

Percentage of Reporting Carriers Operating Other Vehicles by Type, 2004



Motorcoach Revenue

A supplemental survey was conducted of carriers responding to the survey of motorcoach carriers to collect data on the revenue generated from operating their motorcoaches in 2004 and for a percentage breakdown of the 2004 revenue by service. A total of 215 motorcoach carriers responded.

Revenue per motorcoach was calculated for each of the 215 reporting carriers, and averages of the 215 revenue-per-motorcoach figures are presented in Table 3-5 by two fleet-size categories and two service categories. A carrier was categorized as a charter carrier if 70% or more of its revenue was accounted for by charter service.

Carriers operating 20 or more motorcoaches had a higher average revenue per motorcoach, regardless of service category, than carriers operating fewer than 19 motorcoaches. In addition, charter service carriers had a lower average revenue per motorcoach, regardless of fleet-size category, than other carriers.

Table 3-5
Carrier Revenue per Motorcoach, Averages, 2004

Motorcoach Fleet Size	Charter-service Carrier	Other Carrier	Total
20 or more	\$153,274 (17)	\$218,436 (33)	\$196,281 (50)
Less than 19	\$130,828 (116)	\$188,860 (49)	\$148,062 (165)
Total	\$133,697 (133)	\$200,762 (82)	\$159,275 (215)

Note: Number of respondents in parentheses.

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Appendix A. Study Methodology

This appendix describes how we developed estimates of the size, activity, and characteristics of the motorcoach industry in the United States and Canada for the year 2004.

Size of the Motorcoach Industry in 2004

We started by assembling a list of 5,514 *potential* motorcoach carriers from several sources of information, including ABA, U.S. Department of Transportation (USDOT), Motor Coach Canada, Ontario Motor Coach Association, Prevost Car Inc., Setra of North America, Inc., and the *Motorcoach Directory*. Potential carriers were identified by name, mailing address, and, when available, contact name, phone number, email address, and fax number.

We conducted further research to determine actual carriers from the list of 5,514 potential carriers, and each carrier's motorcoach fleet size. The research was performed using the returns for the survey of motorcoach carriers, the website of the Federal Motor Carrier Safety Administration (FMCSA), the *Motorcoach Directory*, carrier websites, and phone calls to carriers. Of the 5,514 potential carriers,

- 2,896 operated motorcoaches,
- 1,793 did not operate motorcoaches, and
- 825 could not be classified.

Of the 2,896 companies found to operate motorcoaches, 513 were identified from returned survey questionnaires and the remaining were identified from the other sources cited above. The total number of motorcoaches operated by these companies was 34,647 (see Table A-1).

Table A-1
Known Motorcoach Carriers by Fleet Size

Motorcoach Fleet Size	Number of Carriers	Motorcoaches
100 or more	39	9,781
50-99	85	5,348
25-49	152	5,108
10-24	506	7,481
Less than 10	2,114	6,929
Total	2,896	34,647

The 1,793 potential carriers found not to be motorcoach carriers fell into five categories. First, 105 companies indicated in their survey returns that they were not motorcoach carriers. An additional 627 companies said they were not motorcoach carriers when they were contacted by phone. A total of 331 were duplicate listings that resulted from companies having multiple contact names. Thirty-four were subsidiaries of known carriers. Finally, 696 of the 1,793 were companies whose survey forms were returned by the U.S. Postal Service and for which new addresses could not be found.

The remaining 825 potential carriers, for which no determination could be made, were investigated further. Based on our survey finding that 83% of respondents were carriers and the remaining 17% were not, we estimated 685 of these 825 potential carriers were, indeed, motorcoach carriers. To estimate the number of motorcoaches operated by these 685 carriers, we assumed that they were probably small carriers, *i.e.*, operated fewer than 25 motorcoaches, and had similar fleet sizes as the known small carriers. Based on the known distribution of carriers operating fewer than 25 motorcoaches, we estimated that these 685 carriers operated 3,843 motorcoaches.

Combining the estimated additional 685 small carriers with the known 2,896 carriers in Table A-1 results in an estimated industry size of 3,581 motorcoach carriers operating 38,490 motorcoaches (Table A-2), including 387 carriers in Canada with 5,823 motorcoaches and 3,194 carriers in the United States with 32,667 motorcoaches. The known carriers (2,896) account for 81% of the estimated industry total of 3,581 carriers, and the known motorcoaches (34,647) account for 90% of the estimated industry total of 38,490 motorcoaches.

Table A-2
2004 Industry Totals for Carriers and Motorcoaches

Motorcoach Fleet Size	Number of Carriers	Motorcoaches
100 or more	39	9,781
50-99	85	5,348
25-49	152	5,108
10-24	640	9,474
Less than 10	2,665	8,779
Industry total	3,581	38,490

Motorcoach Industry Activity in 2004

An industry estimate of an activity (passenger trips, mileage, fuel consumed, and employment) was based on the industry totals of carriers and motorcoaches presented earlier (Table A-2) and on per-carrier and per-motorcoach averages by the five fleet-size categories, which were calculated from the returns to the survey of motorcoach operators.

For an activity, we began by calculating totals for each fleet-size category. A fleet-size category total was estimated by averaging (1) a total calculated by multiplying the number of carriers by the per-carrier average of the activity and (2) a total calculated by multiplying the number of motorcoaches by the per-motorcoach average of the activity.

For the largest fleet-size category (100 or more motorcoaches), because the operating characteristics of the scheduled intercity carriers and the largest carriers (all of whom responded to the survey) were different from the other carriers in the category, a preliminary total was calculated as describe above excluding these carriers, and then the survey data of the scheduled intercity/largest carriers were added to the preliminary total to calculate a fleet-size category total.

The fleet-size totals are presented in Table A-3. We calculated an industry total for an activity by summing its fleet-size category totals.

Table A-3

2004 Industry Totals for Passengers, Mileage, Fuel Consumption, and Employment

Motorcoach Fleet Size	Passengers (millions)	Miles (millions)	Fuel Consumption (millions of gallons)	Employment (thousands)
100 or more	202	819	143	39
50-99	78	304	50	12
25-49	98	318	60	18
10-24	119	511	94	45
Less than 10	98	438	86	49
Industry total	595	2,390	433	163

Other Industry Estimates for 2004

Industry estimates were also calculated for the demographics of passengers, how carriers acquired motorcoaches and fuel, and the number of carriers that have experienced competition from transit agencies. For these information items, an industry estimate was calculated using tabulations of the sample data by fleet-size category and category-specific weighting factors. For example, the industry distribution of trips by type of passenger was calculated using category-specific distributions of trips by type of passenger, which were tabulated from the sample data, and the estimated numbers of industry passenger trips by fleet-size category as weighting factors.

Table A-4 presents the sample sizes realized from the returns to the *Motorcoach Census 2005* survey of motorcoach carriers.

Table A-4
Sample Sizes Realized from Returns to the Survey of Motorcoach Carriers

Information Item	Motorcoach Fleet Size					Total
	<10	10-24	25-49	50-99	100+	
Number of carriers reporting information						
Total reporting	311	126	45	18	13	513
Passengers	278	109	43	12	13	455
Passengers by type (%)	306	125	44	17	11	503
Passengers by gender (%)	300	117	43	17	11	488
Fuel consumption	280	118	43	18	13	472
Mileage	287	121	42	18	13	481
Mileage by service (%)	300	125	43	18	13	499
Employees	307	125	43	18	13	506
Year founded	310	123	44	18	13	508
Competition from transit agencies	303	125	44	17	13	502
How motorcoaches acquired	306	125	45	18	13	507
How fuel purchased	309	126	44	18	13	510
Motorcoach revenue	115	60	26	8	6	215
Other vehicles	311	126	45	18	13	513
Number of motorcoaches accounted for by carriers reporting information						
Total reporting	1,173	1,874	1,554	1,093	6,037	11,731
Passengers	1,036	1,600	1,493	725	6,037	10,891
Passengers by type (%)	1,151	1,864	1,519	1,028	4,859	10,421
Passengers by gender (%)	1,118	1,740	1,487	1,028	4,859	10,232
Fuel consumption	1,057	1,749	1,490	1,093	6,037	11,426
Mileage	1,084	1,790	1,454	1,093	6,037	11,458
Mileage by service (%)	1,137	1,852	1,470	1,093	6,037	11,589
Employees	1,157	1,860	1,487	1,093	6,037	11,634
Year founded	1,172	1,818	1,518	1,093	6,037	11,638
Competition from transit agencies	1,136	1,864	1,513	1,041	6,037	11,591
How motorcoaches acquired	1,161	1,856	1,554	1,093	6,037	11,701
How fuel purchased	1,159	1,874	1,519	1,093	6,037	11,682
Motorcoach revenue	423	923	929	469	3,930	6,674
Other vehicles	1,173	1,874	1,554	1,093	6,037	11,731

Appendix B. Results of *Motorcoach Census* for 1999 and 2004

On behalf of the American Bus Association in 2000, R.L. Banks. & Associates, Inc. conducted *Motorcoach Census 2000*, the first benchmarking study of the motorcoach industry in the United States and Canada. Key results of that study and of the follow-on study *Motorcoach Census 2005* are presented in Table B-1. They provide the best estimates available of the size and activity of the motorcoach industry in 1999 and 2004. The results of the two studies, however, are not comparable for several reasons. First, the sources used to compile lists of potential motorcoach carriers were somewhat different and, second, the identities of the carriers responding to the surveys of motorcoach carriers for each study may be significantly different. Finally, the methodology used in the two studies was somewhat different. Thus, the results of the two studies should not be used to discern trends in the motorcoach industry during 1999-2004.

Table B-1
Key Results of Motorcoach Census 2000 and 2005

Industry Characteristic	1999	2004
Number of carriers	4,000	3,581
Motorcoaches	44,200	38,490
Passenger trips (millions)	863	595
Miles traveled (millions)	2,652	2,390
Fuel Consumption (millions of gallons)	498	433
Employment (thousands)	190	163